

Abstract

The search and sports selection currently has a scientific foundation of considerable importance in sports, being the first step in the process of directing training in any sport modality. The purpose of this research is to develop a strategy with specialized actions for sports massification in the city of Loja to contribute to the search and selection of the "Patricio Ortega" Specialized Training Sports Club; and specific objectives to base theoretically and methodologically on the importance of the processes of search and sports selection in the process of directing sports training, characterizing the limitations and strengths existing in the city of Loja that serve as support for a strategy of sports massification, to implement a strategy with sports massification actions for the athletic march, validating the effectiveness of the actions arranged as part of the sports search and selection process. Quasi-experimental research, randomly applying to 100 subjects participating in two Sports March Festivals a Sports Motivation Scale before and after implementing the intervention proposal with strategic actions. For the specialist surveys, 10 trainers were selected, theoretically validating the proposal at two points in the research process. The levels of motivation improved remarkably as there was a higher score in the second moment of applying the, after implementing the intervention proposal with the actions provided in the third chapter.

Keywords:

- **SPORTS SEARCH AND SELECTION**
- **SPORTS MARCH**
- **STRATEGIC ACTIONS**
- **MOTIVATION**